

Elaina Zuker – Influence

Book – Seven Secrets of Influence

contract with McGraw Hill Publishing – 1992

- sold 150,000 copies in hardcover; 50,000 in paperback
- translated into 4 languages
- awarded "Business Week Book Club Main Selection" in 1996

Other Books:

Influence – by Crisp Publishing – 1994 (75,000)

Influence – Portable Power for the 90's – Crisp Publ. (50,000)

Creating Rapport – Crisp Publishing – 2005

Success Trilogy – publ. with Time Magazine – 1985 – 350,000

Success Trilogy – publ. with Nat. Assoc. for Female Executives – 250,000

Audio Cassette Program – 7 Secrets of Influence

joint project with Day Timers Corp.

marketed internationally via direct mail

sold 40,000 copies domestically

Seminar – Secrets of Influence

Since 1985, taught to hundreds of thousands of people in hundreds of corporations, associations and educational institutions. Based on Elaina Zuker's original theory of "Influence" (a valid and reliable psychometric instrument), in the U.S. and internationally.

Some of the clients include:

Avon Products, American Express, American Management Association, Chase Manhattan Bank, Chiron Corporation, Citibank, IBM, Lawrence Livermore National Laboratories, MCI, Ogilvy & Mather Worldwide, Sheraton Corporation, Syntex Pharmaceuticals

Keynote Speaker/ Lecturer on INFLUENCE

**Seven Secrets of Influence: Strategies for Personal Power
Influence for Personal Power in Changing Times**

The Next Step: Discover Your Opportunities and Achieve Your Goals
Success Strategies – Step by Step

**INFLUENCE® Fragrance brand
Commercial activities & marketing**

Retail Customers -

Mary Ruby Dress Shop, Tulsa, OK -
Kaleidoscope Healing Gifts – Hoboken NJ
Postal Store & Gifts – Delray Beach, FL
Niela Miller Personal Development – Acton, MA
Swan Dive Shops – Corte Madera, CA
Goorin Bros Fashions - Burlingame, Calif.
Letters and Things Gifts - Boca Raton, FL
People Systems Potentials – Nagog Woods, MA
Nancy May Interiors – Lexington, KY
Café Art Folie – Montreal, Canada
Dawnelise Interiors
Living by Design

Postal Store & Gifts

Legal consultations and actions to protect
and expand "Influence" trademark

U.S. Reg. No. 2177314 2224311

Canadian Intellectual Property Office – TMA - 581993

September 2004

Cease and Desist letter from Elaina Zuker to Fruits and
Passion Co. for infringement of her registered trademark
Influence in their catalog and stores (Tommy Bahama,
The Bay, etc.)

Meetings held by Elaina Zuker with international Cosmetics &
Fragrance companies to explore potential joint venture and/or
licensing agreement for Influence fragrance brand

New York City

QVC - Alan Burke

Estee Lauder Karen Khoury -

Sanofi -Don Loftus

Avon - Jillian Friedman

Fragrance Foundation - Annette Green ,

Eliz. Arden - Jeff Peasland VP Global Marketing
Barbara Paretta

Riviera Concept- Allen Burke -

Cover Girl Marina Maher

L'Oreal - Jack Wiswall

Wessel Fragrances - Linda Romberger -

Gryphon Cosmetics Art de Gaetano –
Victoria's Secret - Robin Burns
Rochelle Bloom – Frag. Foundation
Vapro International – Antonio Lemma - (Italy)

Nordstrom SF – Dale Crichton, VP, Laura Hubbard, Andrea Nakagaki, Peggy Mansur
Coty- Doug Toews Raymond Nadeau
Chesapeake Bay Candle – Elgie Schott
Revlon - Kristin Petersen
Unilever – Laura Lee Miller
Mary Kay Cosmetics – Richard Barlett (CEO)
Lalique North America - Yves Coleon
Lise Watier Cosmetics (Canada) – Lise Watier, President

Fragrance Formulators/Laboratories

New York City

Quest International – H. Kelhoffer, Felix Mayr-Harting
Creations Aromatiques – Rosalie Eckert
IFF – Tim Schaffner
Quadrant Cosmetics (Canada)– Hugh Winters
Givaudan Roure - Cosimo Policastro, T. Malone
Dragoco – V. Alin, VP, Veronique Gabai-Pinsky
Firmenich – Barry Young, Joanne Haley
Wessel Fragrances -Richard Loniewski , Linda Romberge

Theo Spilka – VP of Firmenich
(consulting, assistance in industry trends, contacts, etc.)

Fragrance marketing consultants (all in New York City)

Rochelle Bloom – Fragrance Foundation
Mary Manning

Maria Nikolis
Dorothy C. Foster
Edmond Zacccone
Roy Benjamin
Yeva Rintel
David Horner
Lawrence Aiken
Chris Rohloff (writer for Cosmetics magazine)
Roy Benjamin – Fragrance Marketing consultant
Victor Zast - Private Perfumerie

Contracts/documents

- 1) special presentation for Avon Cosmetics – March 1998
(created by Leutwyler Design Studios)
- 2)market research questionnaire – December 1999
- 3) Customer Profile for focus group conducted by QVC –
July 1999
- 4)Brand Positioning documents – for QVC - Sept. 1999
- 5) Briefing documents for perfumers – including personal
traits and characteristics of Influence from Elaina Zuker's
"Influence Styles Inventory - July 1999
- 6) contract between Elaina Zuker and QVC to market
Influence™ brand on their TV network – 2/17/01
- 7) Presentation booklet – January 2001 – created by Albert
Leutwyler Graphic Design Studios; revised Nov. 2004

Glorianne Goorin – Hillsborough, Ca – fashion manufacturer
Carol Zimmerman – Mill Valley, Ca – direct marketing
consultant

Tom Burke – Rydal, Pa – fragrance industry representative

Bobbi Van – New York

Lori Samet – New York - consultant

Dorothy Hertle – New York - consulotant

Karen Gray – New York – advertising writer

Rosemary Bova- New York – director – Women Etc. website